



ILLUMINENT

# COMP

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# PLAN

VOL.001





ILLUMINENT  
**COMP**  
 VOL.001 **PLAN**



WORD  
 FROM THE CEO

*"It is my greatest pleasure to welcome you to the Illuminent Team. Together we will improve the quality of life for others through the introduction of innovative products that our customers can use to create a healthier lifestyle. By sharing these life-changing products, we find that our relationships become enriched and meaningful. We also notice that our lives become more joyful and we have a new sense of purpose develop within us. As we continue helping others, we find that our own struggles begin melting away and life becomes more enjoyable. This is elevation. This is community. This is Illuminent."*

*Ryan Botwin*

CON

# DIRECTORY

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COMPENSATION PLAN



## WELCOME

## WELCOME

Congratulations on becoming an Illuminent Partner! We encourage you to embrace this life changing journey as we help you crush your goals, help others and enjoy every aspect of being a partner with Illuminent!

In this Manual we will completely outline the qualifications to earn commissions and bonuses on your sales organization.

## HOW DO I GET PAID?

Here at Illuminent we currently pay Partners through paypal! We utilize the email associated with your Illuminent account to send paypal payments.

Illuminent pays retail commission weekly. Weekly commissions close at midnight on Sunday and you will receive payment the following Friday by midnight PST

Monthly Bonuses close at midnight the last day of the month and are paid on the 10th of the following month!

Earned VIP Credits are considered a monthly bonus and are paid by the 10th of the month



Before we get started on the compensation plan, let's talk about a few key phrases/terms that are important to understand. All Partners upon enrolling with Illuminant start with the career title/rank of Brand Partner. With Illuminant there are 9 ranks, each having their own unique incentives and qualifications to obtain each rank.

The **9** Illuminant Ranks are as follows:

*BRAND*  
*ASSOCIATE*  
*PRIMARY*  
*ELITE*  
*EDUCATION*  
*ADVISING*  
*INFLUENCING*  
*EXECUTIVE*  
*MANAGING*

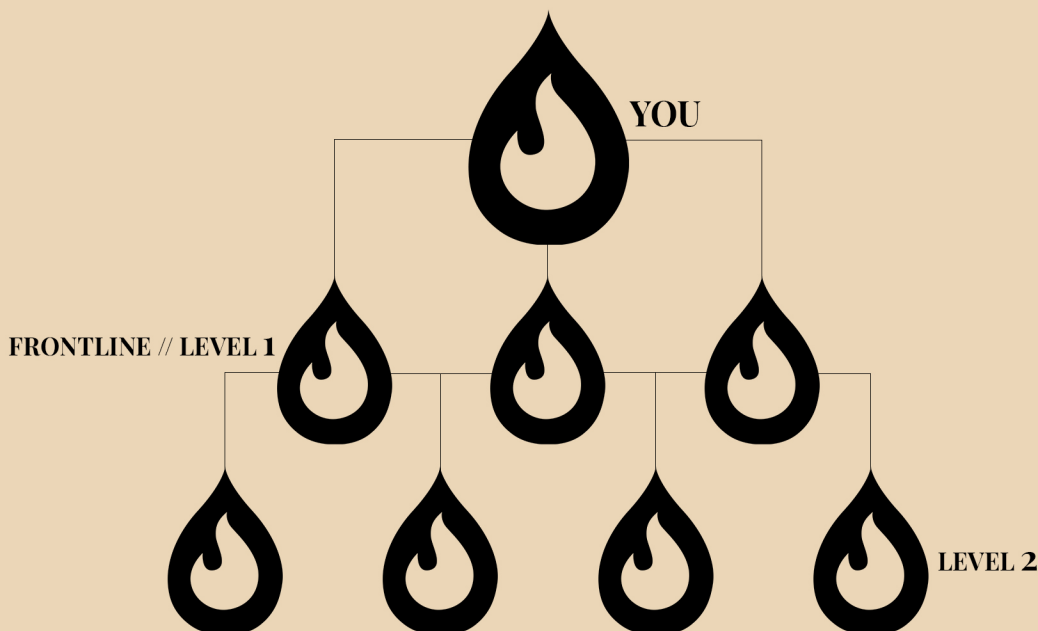


## KEY TERMS

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### PERSONALLY ENROLLED PARTNER

Also known as Level One, First Level or Frontline. These are the Partners which enroll directly under you.



### LEVEL 2 PARTNER

When your Frontline Partners enroll their own Partner's, they are considered your level 2 and this goes on with level 3, 4, 5 so on and so forth.

### ACTIVE PARTNER

An Active Partner is a partner who has either sold or purchased at least \$100 within 1 calendar month (Has at least 100PV).

### FRONTLINE ACTIVE PARTNER (FAP)

A Partner is considered a Frontline Active Partner when they have at least \$100 in Personal Volume within the current monthly commission period and they are on your frontline regardless of rank.

### SPONSOR

A sponsor is your immediate upline Partner.

### ENROLLER

The sponsor at the time you were originally entered into the system as a new partner. The "Sponsor" can change based on a change in genealogy, but the enroller never changes.



# PERSONAL VOLUME (PV)

**Personal Volume (PV)** Is the sum of all personal sales within a 1-month period. PV includes all Volume from reasonable purchase of products for personal use, new Partner Enrollment Kits, Retail Customer Sales, and VIP Customer Sales.

# RETAIL VOLUME (RV)

**Retail Volume (RV)** is used to calculate commissions paid.

# COMMISSIONABLE VOLUME

**Commissionable Volume (CV)** Illuminent currently pays 70% CV of consumable products sold and 35% on hardware.

**Example:** If you sell \$100 product, your commission will be calculated off of 70% of the \$100 (\$70) If you're a brand partner earning 22% commission, you will calculate your commission as follows:  $\$100 \times .7 \text{ (CV)} = \$70$   $\$70 \text{ (RV)} \times .22\% = \$15.40$  (commission)

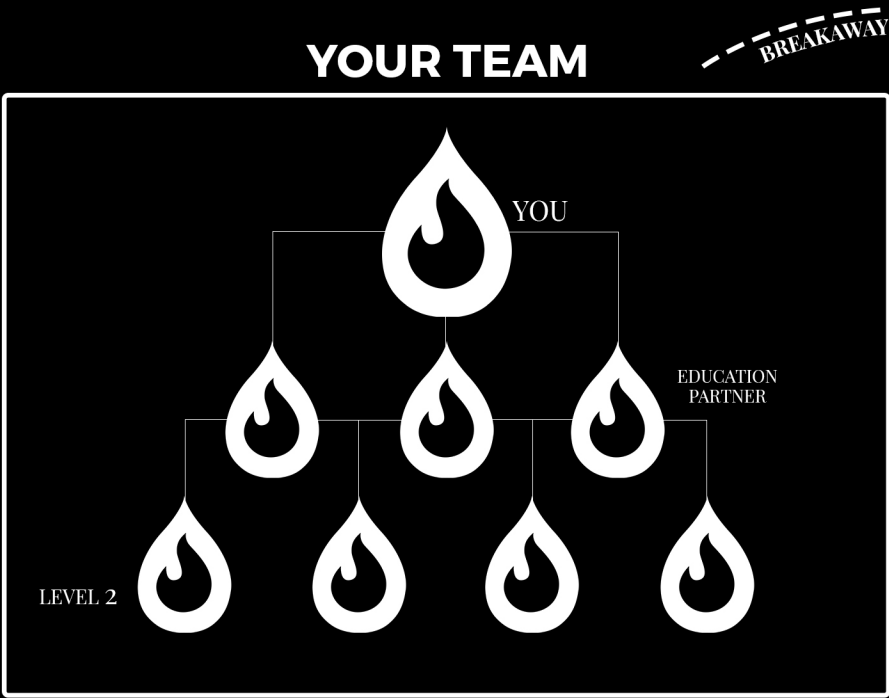
Utilizing a CV is a standard across the board within the Direct Selling Industry. In other companies you may see this term used as BV or "Business Volume".

Integrating a Commissionable Volume within a compensation plan allows Illuminent to offer our products at competitive prices in order to assist as many people as possible. CV is also a beneficial component to a compensation plan as new products are created with a lower cost margin, we can decrease the CV while the Commission Base stays the same.

**CV is subject to change on new products released and all partners will be notified of each products CV.**

**KEY TERMS**

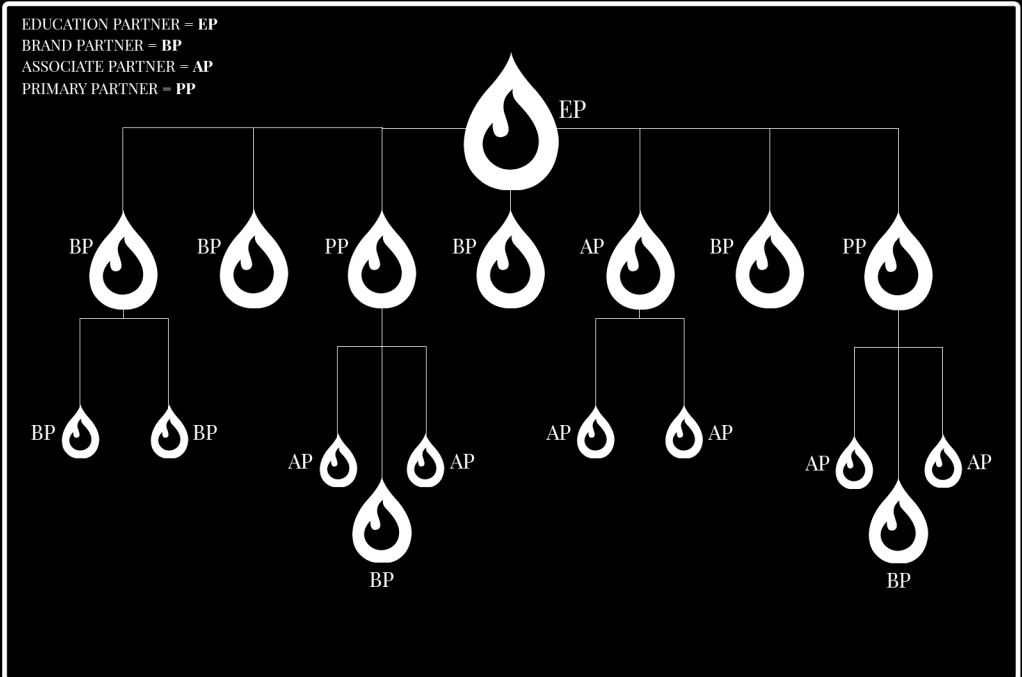
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## EDUCATION // 1ST GENERATION // LEG

(BREAKAWAY IS STILL PART OF YOUR GROUP)



## BREAKAWAY

(BREAKAWAY SHOWN ABOVE)

When you are promoted to Education partner you “breakaway” from your sponsor. Meaning you and your team are no longer included in your sponsor’s team volume.

## GENERATION

The relationship between an upline breakaway and a downline breakaway. The first breakaway in any leg is a first-generation breakaway.

# COMMISSION

## EARN MORE MONEY!

Now that we understand a few of the Key Terms associated with the Compensation Plan, lets get into how you can rank advance and how you generate income!



## 7 WAYS TO GROW YOUR INCOME

1. Personal Retail Volume Commission
2. Retail Production Bonus
3. Get 3 And Your Product is Free
4. Rank Achievement Bonus
5. Team Volume Bonus
6. Team Volume Check Matching Bonus
7. Group Generation Bonus

## PERSONAL RETAIL VOLUME COMMISSION

**Commission** - Retail commissions are earned on the sale of the following:

1. Retail Customers
2. VIP Customers
3. Personal Products Purchased
4. New Partner Enrollment Kits

**Commission Payout** - Illuminent has (2) forms of commission to be paid on:

**Consumable Products:** For consumable products, the personal retail volume starts at 22% for a Brand Partner and rises as high as 30% for a Managing Partner.

**Hardware:** For Hardware, the personal retail volume commission starts at 11% for a Brand Partner and Rises as high as 15% for a Managing Partner.



CONSUMABLE  
PRODUCTS  
% EARNED

TEAM RANKS	% EARNED
BRAND PARTNER	22%
ASSOCIATE PARTNER	22%
PRIMARY PARTNER	24%
ELITE PARTNER	24%
LEADERSHIP RANKS	
EDUCATION PARTNER	25%
ADVISING PARTNER	26%
INFLUENCING PARTNER	27%
EXECUTIVE RANKS	
EXECUTIVE PARTNER	28%
MANAGING PARTNER	30%

HARDWARE  
PRODUCTS  
% EARNED

TEAM RANKS	% EARNED
BRAND PARTNER	11%
ASSOCIATE PARTNER	11%
PRIMARY PARTNER	12%
ELITE PARTNER	12%
LEADERSHIP RANKS	
EDUCATION PARTNER	14%
ADVISING PARTNER	14%
INFLUENCING PARTNER	14%
EXECUTIVE RANKS	
EXECUTIVE PARTNER	15%
MANAGING PARTNER	15%

BONUSES

RETAIL PRODUCTION BONUS

The Retail Production Bonus is a reward for high-achieving Partner’s who are motivated to produce a larger amount of retail sales each month. If you accumulate a MINIMUM PV of \$2,000 or more in any calendar month period, you are eligible for the retail production bonus. With this Bonus, you will receive an additional percentage, on top of your personal retail volume commission percentages shown above.

**\*\* HARDWARE PRODUCTS NOT INCLUDED\*\***

CONSUMABLE PRODUCTS

% EARNED

TEAM RANKS	% EARNED
BRAND PARTNER	2%
ASSOCIATE PARTNER	2%
PRIMARY PARTNER	3%
ELITE PARTNER	3%
LEADERSHIP RANKS	
EDUCATION PARTNER	4%
ADVISING PARTNER	4%
INFLUENCING PARTNER	4%
EXECUTIVE RANKS	
EXECUTIVE PARTNER	5%
MANAGING PARTNER	5%

RANK ACHIEVEMENT BONUS

The Illuminent Compensation Plan provides incentives and corresponding rewards for those who are the most motivated to continue to achieve at the highest levels of our compensation plan. Beginning with the Rank of Elite Partner, we will pay a once in a lifetime bonus when a Partner first meets the qualification of each rank as follows:

RANK ACHIEVEMENT BONUS

RANK ACHIEVED	\$\$ EARNED	MONTHS TO QUALIFY	PERIOD OF TIME PAYOUT
ELITE PARTNER	\$500.00	PAID 1ST MONTH QUALIFIED	PAID AT END OF MONTH EARNED
EDUCATION PARTNER	\$1000.00	PAID 1ST MONTH QUALIFIED	PAID AT END OF MONTH EARNED
ADVISING PARTNER	\$2500.00	PAID AFTER 2 MONTHS QUALIFIED	PAID OVER 2 MONTHS - \$1,250 EACH MONTH
INFLUENCING PARTNER	\$5000.00	PAID AFTER 3 MONTHS QUALIFIED	PAID OVER 2 MONTHS - \$2,500 EACH MONTH
EXECUTIVE PARTNER	\$10,000.00	PAID AFTER 4 MONTHS QUALIFIED	PAID OVER 4 MONTHS - \$2,500 EACH MONTH
MANAGING PARTNER	\$25,000.00	PAID AFTER 4 MONTHS QUALIFIED	PAID OVER 5 MONTHS - \$5,000 EACH MONTH



TEAM VOLUME BONUS

A significant part of your overall success with Illuminent is the opportunity to build a sales team of other partners. Once you achieve the rank of Primary Partner, you qualify to earn a bonus based on your teams Commisionable Volume.

With the Team Volume Bonus, you will be paid a percentage of the Commisionable Volume for orders placed within your team or direct downline.

Your team is the basic building block of the Illuminent Compensation Structure and is primarily how you are rewarded for enrolling, training and motivating Partners in your sales organization to go on and become leaders in their own business.

TEAM VOLUME BONUS	PRIMARY PARTNER	ELITE PARTNER	EDUCATION PARTNER	ADVISING PARTNER	INFLUENCING PARTNER	EXECUTIVE PARTNER	MANAGING PARTNER
**LEVELS PAID ON ANY RANK**							
- LEVEL 1 DISTRIBUTORS	4%	4%	5%	5%	5%	6%	6%
- LEVEL 2 DISTRIBUTORS	3%	3%	4%	4%	4%	5%	5%
- LEVEL 3 DISTRIBUTORS		2%	3%	3%	3%	4%	4%
- LEVEL 4 DISTRIBUTORS			4%	4%	4%	5%	5%
- LEVEL 5 DISTRIBUTORS				4%	4%	5%	5%
- LEVEL 6 DISTRIBUTORS					4%	5%	5%
- LEVEL 7 DISTRIBUTORS						5%	5%
- LEVEL 8 DISTRIBUTORS							6%

TEAM CHECK MATCHING BONUS

The power of “duplication” throughout your sales organization is a key to an Illuminent Partner’s long-term success. When you properly train and motivate your Partners and help them train and motivate your second level Partners as well; your first and second level Partners will be more inclined to follow your lead and train and motivate their first and second level Partners as their sales organization grows. This is how the highest level of success is reached as a Partner with Illuminent. Through the Team Check Matching Bonus, you will earn a percentage of your entire Team Volume Bonus earned by either a first or second level Partner in your organization.

**Example:** Let’s assume that a Partner on your frontline earned a Team Volume Bonus of \$325.00 for any given month. If you are active and you have achieved the rank of Primary Partner or higher, you would qualify to earn a minimum bonus of 3% of your Frontline Partners Team Volume Bonus. So, for the example outlined here, the math would look like this:

$$\$325 \times 3\% = \$9.75$$

Now this amount may not seem like a lot initially, but when you start to multiply even larger dollar amounts earned and 5,10,15 or even 50 people are on your first and second levels, this bonus will add up faster than you may think.

TEAM CHECK  
MATCHING  
BONUS

TEAM RANKS	LEVEL 1	LEVEL 2
BRAND PARTNER	—	—
ASSOCIATE PARTNER	—	—
PRIMARY PARTNER	3%	2%
ELITE PARTNER	3%	2%
LEADERSHIP RANKS		
EDUCATION PARTNER	4%	2%
ADVISING PARTNER	4%	2%
INFLUENCING PARTNER	4%	2%
EXECUTIVE RANKS		
EXECUTIVE PARTNER	5%	3%
MANAGING PARTNER	5%	3%

GROUP GENERATION BONUS

As you become successful with Illuminent, you become a leader and that work then develops additional leaders from those in your downline whom are serious about building their own solid, long-term successful business with Illuminent.

Achieving the rank of Education Partner, you qualify for the Group Generation Bonus. On pages 7-8 we outlined the difference between your team and your group, along with an example of how an education partner breaks away from your team and truly becomes a team unto themselves.

When a Partner within your Downline “breaks away” from your Team, they become your “First Generation” Education Partner. During this process, the volume that was previously included in your Team Volume amount from the new Education Partner, is no longer included. However, their volume is still included in your Group Volume requirements.

Things become very exciting once an Education Partner has broken away, as now you may qualify to earn a 5% Group Generation Bonus on not only the new Education Partner’s personal CV, but on the CV of their entire team down to the next Education Partner in your group (if any).

So that you understand the significance of this, keep in mind that there is NO limit to the number of levels on the new Education Partner’s Team you may be paid the Group Generation Bonus on. Additionally, as you continue to achieve the higher Leadership Ranks, you may qualify to earn on (4) additional Generation Leaders Bonuses.

GROUP GENERATION BONUS PAID **PAID ON EDUCATION PARTNER OR HIGHER RANK**	EDUCATION PARTNER	ADVISING PARTNER	INFLUENCING PARTNER	EXECUTIVE PARTNER	MANAGING PARTNER
- 1ST GEN. LEADER BONUS	3%	3%	3%	3%	3%
- 2ND GEN. LEADER BONUS		2%	2%	3%	3%
- 3RD GEN. LEADER BONUS			2%	3%	3%
- 4TH GEN. LEADER BONUS				2%	3%
- 5TH GEN. LEADER BONUS					3%



## VIP

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### **GET 3 AND YOUR PRODUCT IS FREE!**

This special customer retention program allows every Partner, regardless of earned Rank or longevity with the Company, to be able to earn FREE product credits every month. To qualify, simply enroll or maintain (3) VIP Retail Customers who are on a \$100 minimum autoship during each calendar month period. The Enrolling Partner will earn a \$100 product credit every month and every time this qualification is met! There is no limit to the number of \$100 product credits a Partner may earn. Thus, for each addition three (3) VIP Retail Customers a Partner enrolls or maintains in each calendar month period, he/she may earn an additional \$100 product credit in their account.

**NOTE:** Only Consumable Products are eligible for purchase through the VIP Retail Customer subscription program, and product credits earned may only be used toward the purchase of consumable products and is NOT redeemable for cash. All Hardware Products are excluded.

### **VIP CUSTOMER:**

A VIP customer is a Retail Customer whom orders at least \$100PV in a calendar month period on a monthly subscription. VIP customers receive 10% off their purchase and will be eligible for special promotions and product packages.

**NOTE:** The \$100PV does not include shipping, taxes, or the 10% off discount.

## PROMOTIONS AND DEMOTIONS

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### CAREER TITLES, PROMOTIONS AND DEMOTIONS

#### **Career Title/Rank:**

The highest career Title or Rank a Partner has achieved. A Partner's Rank is the title used for recognition and would appear on the Partners replicated site.

#### **Paid-as-Title:**

The title at which a Partner qualifies to be paid each commission period. The paid-as-title can be the same as or lower than the Partner's career title during any given commission period.

#### **Title Promotions and Maintenance Requirements:**

All requirements must be met for promotion to the specified title as outlined in the Compensation Plan Document. Promotions take effect the first day of the current period once all qualification requirements have been met. Multiple titles may be promoted in the same month, but the qualification for each intervening title must be met.

#### **Paid-as-Demotions:**

Partners of title Primary Partner and higher must maintain the requirements listed under Monthly Rank Qualification during each commission period. If they do not, they will be Paid-As-Demoted to the highest title for which they do meet the requirements within the current commission period. An Education Partner or higher that is Paid-As-Demoted to a non-breakaway title will still be considered a breakaway for the current commission period. The team wholesale volume will be blocked from the upline team wholesale volume for the purposes of minimum TWV requirements.

#### **Demotions:**

Partners of the rank Education Partner and higher who are paid-as demoted below the title of education partner for three consecutive periods will be demoted to the rank of Elite Partner effective the beginning of the third monthly commission period. A Partner may re-qualify to any title, at any time, by meeting the requirements of the title again and will regain any 1st Generation Breakaway there might be in a downline leg.

**Example:** Leader A has Leader B as a First Generation, Leader C as a 2nd Generation and Leader D as a 3rd Generation. Leader B demotes to an Elite Partner. Leader C becomes Leader A's 1st Generation break-away and Leader D becomes Leader A's 2nd Generation. Three months later, Partner B requalifies as a Leader. Leader B then becomes Leader A's 1st Generation, Leader C becomes Leader A's 2nd Generation and Leader B's 1st Generation and Leader D then becomes Leader A's 3rd Generation and Leader B's 2nd Generation.

COMP PLAN

Ranks	Available Ranks	Team Ranks			
		Brand Partner	Associate Partner	Primary Partner	Elite Partner
Monthly Rank Qualifications	Minimum Personal Volume (PV) Includes Retail	Buy Sales Kit	\$1,000 Cumulative Volume (up to 12 mo's)	\$400 per mo	\$500 per mo
	Minimum VIP Customers on Autoship	VIP Customers Receive a 10% Discount		2	3
	Minimum Team Wholesale Volume (TWW)	Includes Personal Volume		—	—
	Minimum Group Wholesale Volume (GWW)	Includes Personal Volume		\$1,000*	\$2,500*
	Minimum # Active Frontline Partners	"Active" = \$100 per month PV		2	4
	Minimum # Frontline or 1st Generation Leadership Development Requirements	—	—	—	2 Frontline Associate Partner or higher Rank
Personal Retail Comm	Retail Commissions on CONSUMABLE Products	22%	22%	24%	24%
	Retail Commissions on HARDWARE Products	11%	11%	12%	12%
	Retail Production Bonus - \$2,000 plus per mo Only Consumable Products Qualify and Paid on	2%	2%	3%	3%
RAB	One-Time Rank Achievement Bonus				\$500
	# Consecutive Months Rank must be achieved to Earn				Paid as Earned
Team Volume Bonuses	Level 1 Partners			4%	4%
	Level 2 Partners			3%	3%
	Level 3 Partners				2%
	Level 4 Partners				
	Level 5 Partners				
	Level 6 Partners				
	Level 7 Partners				
	Level 8 Partners				
Team Volume Check Match	Sponsor (1st Level Upline) Volume Check Matching Bonus			3%	3%
	2nd Level Upline Volume Check Matching Bonus			2%	2%
Group Generation Bonuses	1st Generation Leader (or higher Title)				
	2nd Generation Leader (or higher Title)				
	3rd Generation Leader (or higher Title)				
	4th Generation Leader (or higher Title)				
	5th Generation Leader (or higher Title)				

Available Ranks	Leadership Ranks			Executive Ranks	
	Education Part.	Advising Part.	Influencing Part.	Executive Partner	Managing Partner
Minimum Personal Volume (PV) Includes Retail	\$600 per mo	\$600 per mo	\$600 per mo	\$800 per mo	\$1,000 per mo
Minimum VIP Customers on Autoship	4	4	4	6	8
Minimum Team Wholesale Volume (TWV)	—	\$8,000*	\$12,000*	\$15,000*	\$20,000*
Minimum Group Wholesale Volume (GWV)	\$5,000*	\$20,000*	\$40,000*	\$100,000*	\$200,000*
Minimum # Active Frontline Partners	6	8	10	12	15
Minimum # Frontline or 1st Generation Leadership Development Requirements	2 Frontline Primary Partner or higher Rank	2 Education Part. Legs or higher Rank	4 Education Part. Legs or higher Rank	4 Education Part. Legs and 1 Influencing Part. Leg or higher Rank	4 Influencing Part. Legs and 1 Executive Part. Leg or higher Rank
Retail Commissions on CONSUMABLE Products	25%	26%	27%	28%	30%
Retail Commissions on HARDWARE Products	14%	14%	14%	15%	15%
Retail Production Bonus - \$2,000 plus per mo Only Consumable Products Qualify and Paid on	4%	4%	4%	5%	5%
One-Time Rank Achievement Bonus	\$1,000	\$2,500 Paid over 2 mo's	\$5,000 Paid over 2 mo's	\$10,000 Paid over 4 mo's	\$25,000 Paid over 5 mo's
# Consecutive Months Rank must be achieved to Earn	Paid as Earned	2 Consecutive Months	3 Consecutive Months	4 Consecutive Months	4 Consecutive Months
Level 1 Partners	5%	5%	5%	6%	6%
Level 2 Partners	4%	4%	4%	5%	5%
Level 3 Partners	3%	3%	3%	4%	4%
Level 4 Partners	4%	4%	4%	5%	5%
Level 5 Partners		4%	4%	5%	5%
Level 6 Partners			4%	5%	5%
Level 7 Partners				5%	5%
Level 8 Partners					6%
Sponsor (1st Level Upline) Volume Check Matching Bonus	4%	4%	4%	5%	5%
2nd Level Upline Volume Check Matching Bonus	2%	2%	2%	3%	3%
1st Generation Leader (or higher Title)	3%	3%	3%	3%	3%
2nd Generation Leader (or higher Title)		2%	2%	3%	3%
3rd Generation Leader (or higher Title)			2%	3%	3%
4th Generation Leader (or higher Title)				2%	3%
5th Generation Leader (or higher Title)					3%

ILLUMINENT

# COMP PLAN

VOL.001

*Illuminent's mission is to always be the leader in creating, inspiring, and innovating so that we may provide the absolute best products to our customers, which will allow them to improve the quality of their lives. We achieve this goal by delivering innovative products that our customers can use to create a healthier lifestyle. We create relationships with all of our partners and give them the tools that they need to help others and become role models. At Illuminent, employees are considered family and the owners show respect, trust, and loyalty to them with the goal of creating an atmosphere that makes work both productive and enjoyable. The goal of the owner is for Illuminent to create opportunity for its partners, employees, and investors so that we may grow, prosper, and share in the joy that comes from this great company.*



**ILLUMINENT**

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